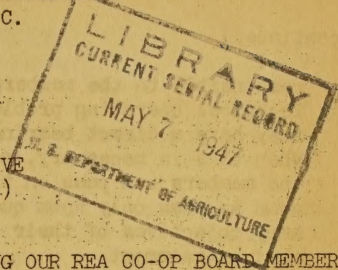


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UNITED STATES DEPARTMENT OF AGRICULTURE
Rural Electrification Administration
Washington 25, D. C.

NEWSLETTER TOPICS

KNOW YOUR COOPERATIVE
(Third of a Series)



Q. WHAT QUALIFICATIONS SHALL WE SEEK IN CHOOSING OUR REA CO-OP BOARD MEMBERS?

A. A record of successful management of personal affairs. Honesty. Willingness to give the necessary time to board business. A genuine and lasting interest in the cooperative's welfare. Absence of business connections that might profit from dealings with the co-op. Courage to resist efforts of relatives or friends to gain advantage in co-op employment, or otherwise. Some knowledge of the non-profit, cooperative plan of operation. A firm conviction that rural electric service in your area depends upon the success of your cooperative.

Q. WILL SUCH A BOARD BE AT A DISADVANTAGE BECAUSE OF INEXPERIENCE IN UTILITY OPERATION?

A. Not to any serious extent. Sound business principles are largely the same in any type of enterprise. Qualified technical personnel can be employed to actually operate the business, and expert advice and counsel is available from REA to help board members master their management problems. Their knowledge of the business will increase with experience. The satisfactory progress of REA-financed co-ops in all parts of the country demonstrates the ability of such boards to manage their cooperatives efficiently.

Q. IF WE ARE SUCCESSFUL IN SELECTING A GOOD BOARD WHY SHOULD WE ATTEND BUSINESS MEETINGS?

A. The success or failure of your cooperative is the joint responsibility of all of its members. The board merely represents the membership. Business meetings are member meetings at which the board makes its full reports to the rank and file owners of the business. These reports must be heard and passed upon by the members. Board members must be reelected or new ones chosen. Altered conditions or operating experiences may make changes in bylaws or policies desirable. Other matters, important to the cooperative's future, may require member action. Every member should attend and participate in business meetings because of his direct personal interest in the welfare of the cooperative. In addition, an alert membership encourages board members to extend themselves in promoting the cooperative's interests in order that they may merit the continued confidence of their fellow members.

Q. ARE MEMBERS CALLED UPON TO DECIDE CONFUSING, TECHNICAL QUESTIONS?

A. Technical problems are the direct concern of the manager, who is responsible to the board for efficient operating practices. The board is in turn

(continued)

responsible to the members for seeing that the cooperative is well managed. Technical operating problems are discussed at member meetings only when they have a direct bearing upon a proposal that requires member action. When this is necessary, points at issue are explained and discussed so that the members can pass on them intelligently. Ordinarily, members are called upon to pass only upon questions that are directly concerned with the primary objectives of their cooperative, and the progress it is making toward their attainment.

WHAT ARE WE GOING TO DO ABOUT INSULATOR SHOOTING?

What would you do...

If some vandal shot and killed most of the chicks in your brooder? Forced you at gun muzzle to keep your milking machine idle while you milked by hand? Disconnected the milk cooler and let your milk spoil? Cut off the house switch serving the range, the refrigerator and your lights? Compelled you to pump water by hand for all of your livestock? Forced you to pay your part of a ransom of \$25 to \$100 or more before you could turn on your electricity again?

Sounds far fetched, doesn't it? But every time somebody shoots an insulator on one of our power line poles, you or your neighbors may suffer some of these things. Of course, you will not have to pay your of the ransom in cash, out of your own pocket, but you will have to pay it. That is what it will cost the cooperative to restore service, and you members are the cooperative. When it costs your co-op, it costs you.

This type of vandalism can be reduced materially with the cooperation of all the members and their good, law abiding farm neighbors. All of our lines are within hearing distance -- most of them within view of some farm home. No one can be out with a gun for long without being seen and recognized. Decent hunters will not deliberately shoot insulators. When you know them, it is not too difficult to find out which ones might.

Vigilante committees to patrol lines are unnecessary. Just keep your eyes and ears open when there is shooting near the lines. Instruct the children to do likewise. Also instruct them about the seriousness of insulator shooting. Keep in touch with other members and with neighbors. Some one of you is apt to see or hear something pointing toward the culprit. A few object lessons among these offenders will convince the rest of them that all of the farmers are on the alert to catch them. That will help do the job.

AN ELECTRIC STOCK TANK HEATER
WILL KEEP STOCK WATER FLOWING

Electric stock tank heaters provide an ice-free supply of drinking water regardless of how low the temperature may drop.

They come in a variety of sizes and styles -- circulating, immersion, enclosed and floating types. Thermostatic controls insure trouble-free service, but manual controls can be used. Pressure water systems provide the more reliable water supply. However, satisfactory results are obtained with gravity flow systems under favorable conditions.

Feeder hogs and cattle make more consistent gains and can be marketed sooner when they can consume all the water they need. Dairy cows produce more milk when their drinking water supply is unlimited. They need about 300 lbs. of water for each 100 lbs. of milk produced, as water comprises 88% of the milk and about 60% of the cows' body weight. Your livestock will drink plenty of water if you heat it just enough to keep it from freezing.

If you are thinking about installing one of these units, be sure that you buy one produced by a reliable manufacturer. We will be glad to discuss your stock watering problems with you and advise you about the current requirements and proper service wire sizes for any model you have in mind. This is your co-op. Next to getting power to you in the first place, our most important job is to help you get the best possible results from its use.

OLD MAN WINTER WILL FIND THAT
WEAK POINT IF YOU OVERLOOK IT

Better take a little time out and check over the pump house to see that it is tightly banked and insulated...Get the water pump serviced for winter in accordance with the manufacturer's instructions...Stop all leaks in outside water taps. Be sure that lead-in pipes to the house and other buildings are tight and well protected...Search out all the vulnerable places in your water system that you can find and protect them...For it is a certainty that if you overlook something, zero weather is sure to find it.

And remember that your electricity not only will not freeze up, it will help you prevent your water system from freezing. A small space heater here or there at the proper time may mean the difference between turning on the water or thawing out the pipes. Even a large size light bulb may save the pump or prevent a freeze at some other point. See that you have a sufficient supply of spare lamps and fuses ready in a handy place. Get your poultry and tank water heaters ready for service. Nor is it too early to begin thinking about your chick and pig brooders. There will be spare moments that you can use to good advantage in seeing that they are ready for service when you need them.

REA SHORTS

During the first two months of the 1947 fiscal year, REA loan allocations provided for an average monthly estimated total of 14,796 miles of new lines and 44,347 new consumers. This compares to a monthly average of 13,969 miles and 42,226 consumers for the entire 1946 fiscal year. Actual miles energized and consumers connected during the same period average 4,399 and 22,232 monthly, compared to a 1946 fiscal monthly average of 4,231 and 21,809.

"I feel that every time the members of one of the 900 REA-financed rural electric cooperatives get together to transact business they help to inject new life into the entire democratic process."-- REA Administrator Claude R. Wickard.

"A better return on investments is not the primary objective of the REA program. The REA co-ops are not organized for profits; they are organized for service. The only requirement so far as revenue is concerned is that the revenue pay operating costs and pay off the government loan."-- REA Administrator Claude R. Wickard.